

## ORDER



**Orders**  
**Order / Rev:** 203895  
**Alt Order #:**  
**Product Desc:** 9/17-9/23 KAINE FOR SENATE 2012  
**Estimate:** 11793  
**Flight Dates:** 09/17/12 - 09/23/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** REG

**Primary AE:** WAVY National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/M

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	23	\$9,800.00	\$8,330.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$9,800.00	\$8,330.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$9,800.00</b>	<b>\$8,330.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/17/12	09/23/12	WAVY News @ Sunrise	CM	5a-6a	1111---	:30	4	\$300.00	P2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	1111---		4			\$300.00			0.00			
N 2	WAVY	09/17/12	09/23/12	Today Show M-F	CM	7a-9a	-1--1--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1--1--		2			\$700.00			0.00			
N 3	WAVY	09/23/12	09/23/12	Today Show Su	CM	8a-9a	-----1	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1			\$225.00			0.00			
N 4	WAVY	09/19/12	09/19/12	Today Show 2	CM	9a-10a	--1----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----		1			\$125.00			0.00			
N 5	WAVY	09/21/12	09/21/12	Today Show 3	CM	10a-11a	----1--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1			\$100.00			0.00			
N 6	WAVY	09/18/12	09/21/12	M-F 3-4p	CM	3p-4p	-1-1---	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-1---		2			\$100.00			0.00			

Order / Rev: 203895  
 Alt Order #:  
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: POL/Kaine for Senate 2012 (D)  
 Product Desc: 9/17-9/23 KAINE FOR SENATE 2012  
 Estimate: 11793

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	09/19/12	09/19/12	M-F 4-5p M-F 4-5p	CM	4p-5p	--1----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----					1	\$125.00		0.00			
N 8	WAVY	09/17/12	09/23/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	-1-1---	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-1---					2	\$800.00		0.00			
N 9	WAVY	09/17/12	09/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-1-1--	:30	3	\$600.00	P2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-1-1--					3	\$600.00		0.00			
N 10	WAVY	09/17/12	09/23/12	M-F 730-8p M-F 730-8p	CM	730-8p	1---1--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1---1--					2	\$600.00		0.00			
N 11	WAVY	09/20/12	09/20/12	Thur Hour 2 Thursday 9-10p	CM	9p-10p	---1---	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$700.00		0.00			
N 12	WAVY	09/22/12	09/22/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----1-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-					1	\$500.00		0.00			
N 13	WAVY	09/23/12	09/23/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1					1	\$500.00		0.00			
N 14	WAVY	09/17/12	09/17/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$125.00		0.00			
													Totals	23	\$9,800.00